

# ChannelAdvisor Shoppable Media - Multi-Channel Solutions: Dynamic Shopping Links & Buy Now Interstitial

Make your digital marketing campaigns shoppable with the ability to dynamically promote in-stock products

## A Multi-Channel Approach to Shoppable Media

You spend too much time and money on your digital marketing campaigns to risk sending motivated consumers to an out-of-stock product. ChannelAdvisor Shoppable Media offers two powerful multichannel features, Dynamic Shopping Links and Buy Now Interstitial, to help ensure that your digital marketing content sends consumers to an in-stock product page at a preferred retailer:

### ChannelAdvisor Dynamic Shopping Links

Transform your digital marketing campaigns into shoppable experiences. Automatically link to backup products, bundles, or alternate retailers to ensure the products you are promoting can always be purchased by consumers.



### ChannelAdvisor Buy Now Interstitial

Allow interested consumers to select a preferred retailer from within an on-brand interstitial experience that is displayed following interaction with your digital campaign.



## The Benefits



Transform digital marketing campaigns into shoppable experiences



Increase opportunities for conversion by removing out-of-stock dead ends for buyers



Create a better experience for your customers



Build stronger relationships with your preferred retailers



Develop a powerful set of customer, retailer and sales order data for your business